## ORDER

Orders Order / Rev: 104837 Alt Order #: 06832437 Product Desc: American Crossroads Estimate: 693 Flight Dates: 10/16/12 - 10/22/12 Primary AE: Amy McCreary Original Date / Rev: 07/27/12 / 10/30/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Name: Crossroads Media, LLC Agency **Buying Contact:** Billing Type: Cash Billing Calendar: Billing Contact: Broadcast Billing Cycle: EOM/EOC 66 Canal Center Plaza Alexandria, VA 22314 Agency Commission: 15% American Crossroads Advertiser Name: A35+ Demographic: New Business Thru: PLI1 Product Codes: Order Separation: 00:05:00

SELECT PRIORITY CODE

Revenue Codes: POLITICAL/AGY, PISSUE, GEN

Advertiser External ID:

Agency External ID:

**Bill Plan** 

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	111	\$83,175.00	\$70,698.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	111	\$83,175.00	\$70,698.75	0.00
Totals	11 <b>1</b>	\$83,175.00	\$70,698.75	0.00

## **Account Executives**

Priority:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	32%	\$83,175.00
Market	100%	\$259,921.88

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	33%	\$85,774.22
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$38,988.28
KTUD	1%	\$2,599.22
KVVU	17%	\$44,186.72
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$5,198.44

	L.n	Ch	Start	End	Inventory Code	Break	Start/End 3	Time Days	Len Sp	ots	Rate Pri	Rtg Type S	Spots	Amount
•	E 1	KSNV	10/16/12	10/16/12	Wake Up Early w	/ Wagn@M	430a-5a	-T	:30	1	\$200.001	0.00 NM	1	\$200.00
					Wake Up Early W	/agners								
		WAKE-V	N/WAGNE	RS REVI	RATE									
		Star	t Date E	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	W	eek: 10/	15/12 1	10/21/12	~T-~	1	\$200.00	0.00						

KSNV

Order / Rev: 104837 Advertiser: American Crossroads

Alt Order #: 06832437 Product Desc: American Crossroads

Flight Dates: 10/16/12 - 10/22/12 Estimate: 693

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 2	KSNV	10/17/1:	2 10/17/12	Wake Up Early w	-	430a-5a	M	:30	1	\$200.001	0.00 NM	1	\$200.00
	/A/AKE	١٨٨٨٨٨	IERS REV F	Wake Up Early V	Vagners								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10		10/21/12	W	1	\$200.00	0.00						
E 3	KSNV	10/18/1	2 10/18/12	Wake Up Early w	-	430a-5a	T	:30	1	\$200.001	0.00 NM	1	\$200.00
	18/AVE	MANANA CA	IERS REV F	Wake Up Early V	Vagners								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10		10/21/12	T	1	\$200.00	0.00						
E 4	KSNV	10/21/1	2 10/21/12	Wake Up Early w	/Wagn6M	430a-5a	S	:30	1	\$200.001	0.00 <b>NM</b>	1	\$200.00
	MAKE	\A!!\A!A.	IERS REV F	- Wake Up Early V	Vagners								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10		10/21/12	S	1	\$200.00	0.00						
E 5	KSNV	10/22/1	2 10/22/12	Wake Up Early w	_	430a-5a	M	:30	1	\$200.001	0.00 NM	1	\$200.00
	\A/A/E	18/88/ACE	NERS REV I	Wake Up Early V	Vagners								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 10		10/28/12	M	1	\$200.00	0.00						
E 6	KSNV	10/16/1	2 10/16/12	The Agenda 1230	Opm CM	1230-1p	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
	NIEWO	2 47 110	ON AGENDA	The Agenda 123	0pm								
		art Date	End Date	<del>N</del> <u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 10		10/21/12	-T	1	\$325.00	0.00						
E 7	KSNV	10/17/1	2 10/17/12	The Agenda 1230	Opm CM	1230-1p	W	:30	1	\$325.001	0.00 NM	1	\$325.00
	NEWO	2 4 T N O	ON AGEND	The Agenda 123	0pm								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10		10/21/12	W	1	\$325.00	0.00						
E 8	KSNV	10/18/1	2 10/18/12	The Agenda 1230	•	1230-1p	T	:30	1	\$325.001	0.00 NM	1	\$325.00
	NEWS	3 AT NO	ON AGEND	The Agenda 123 <sup>A</sup>	0pm								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10		10/21/12	T	1	\$325.00	0.00						
E 9	KSNV	10/19/1	2 10/19/12	The Agenda 123		1230-1p	F	:30	1	\$325,001	0.00 NM	1	\$325.00
	NEWS	3 AT NO	ON AGEND	The Agenda 123	0pm								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 10		10/21/12	F	1	\$325.00	0.00						
E10	KSNV	10/22/1	2 10/22/12	The Agenda 123	•	1230-1p	M	:30	1	\$325.001	0.00 NM	1	\$325.00
	NEWS	3 AT NO	ON AGEND	The Agenda 123	0pm								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10		10/28/12	м	1	\$325.00	0.00						
E11	KSNV	10/21/1	2 10/21/12			6a-7a	S	:30	1	\$350.001	0.00 <b>NM</b>	1	\$350.00
	AVG A	ALL WKS	NI/A/3_SLINE	News 3 Sunrise RS WKND REV RA									
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10		10/21/12	s	1	\$350.00	0.00						
E 12	KSNV	10/16/1	2 10/16/12	•	CM	11am-12pm	-T	:30	1	\$325.001	0.00 NM	1	\$325.00
	RACH	AFI RAY	REV RATE	Rachael Ray									
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10	)/15/12	10/21/12	-т	1	\$325.00	0.00						
E 13	KSNV	10/17/1	2 10/17/12	-	СМ	11am-12pm	W	- :30	1	\$325.001	0.00 NM	1	\$325.00
	RACH	AFI RAV	REV RATE	Rachael Ray									
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 10		10/21/12	W	1	\$325.00	0.00						
E 14	KSNV	10/18/1	2 10/18/12		СМ	11am-12pm	T	- :30	1	\$325.001	0.00 NM	1	\$325.00

**KSNV** 

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Order / Rev:

104837

06832437

Advertiser:

American Crossroads

Alt Order #: Flight Dates:

10/16/12 - 10/22/12

Product Desc: Estimate:

American Crossroads

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			Rachael Ray Rachael Ray									
RACHA	EL RAY	REV RATE										
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	T	1	\$325.00	0.00			4005.004	0.00.104		****
E 15 KSNV	10/19/1	2 10/19/12	Rachael Ray Rachael Ray	CM	11am-12pm	F	:30	1	\$325.001	0.00 NM	1	\$325.00
RACHA	EL RAY	REV RATE	Radiaciray									
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12		1	\$325.00	0.00						
E16 KSNV	10/22/1	2 10/22/12	Rachael Ray	CM	11am-12pm	M	:30	1	\$325.001	0.00 NM	1	\$325.00
RACHA	FI RAY	REV RATE	Rachael Ray									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/28/12	M	1	\$325.00	0.00						
E 17 KSNV	10/20/1	2 10/20/12	Wknd Wheel of F	ortune CM	7-730pm	S-	:30	1	\$550.001	0.00 NM	1	\$550.00
10/10/50	DEVE	TE DOM	SAT/ Wheel of Fo	ortune								
	. KEV KA ırt Date	TE, PGM End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-	<u>opots/vveek</u>	\$550.00	0.00						
E 18 KSNV			The Doctors	СМ	2pm-3pm	-T	:30	1	\$325,001	0.00 NM	1	\$325.00
			The Doctors									
	RS REV											
<u>Sta</u> Week: 10/	rt Date	End Date 10/21/12	<u>Weekdays</u> T	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
E 19 KSNV			The Doctors	CM	2pm-3pm	W	:30	1	\$325.001	0.00 <b>N</b> M	1	\$325.00
L 13 1(0)11V	10,11,1	2 10/11/12	The Doctors	OW	Zpiii Opiii	.,	.00	•	φ020.001	0.00 14141		Ψ02.0.00
DOCTO	RS REV	RATE										÷
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	W	1	\$325.00	0.00	.00		#00F 004	0.00 NB4		<b>\$005.00</b>
E 20 KSNV	10/18/1	2 10/18/12	The Doctors The Doctors	CM	2pm-3pm	T	:30	1	\$325.001	0.00 NM	1	\$325.00
росто	RS REV	RATE	THE DOGGES									
<u>Sta</u>	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/15/12	10/21/12	T	1	\$325.00	0.00			<del></del>			
E21 KSNV	10/19/1	2 10/19/12		СМ	2pm-3pm	F	:30	1	<b>\$325.00</b> 1	0.00 <b>NM</b>	1	\$325.00
DOCTO	ORS REV	RATE	The Doctors									
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					1	
Week: 10		10/21/12	F	1	\$325.00	0.00						
E 22 KSNV	10/22/1	2 10/22/12	The Doctors	CM	2pm-3pm	M	:30	1	\$325.001	0,00 NM	1	\$325.00
DOCTO	ORS REV	DATE	The Doctors								1	
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	M	1	\$325.00	0.00						
E 23 KSNV	10/16/1	2 10/16/12	Late Night w/Fall	on CM	1237a-136a	m -T	:30	1	\$250.001	0.00 NM	1	\$250.00
			_ Late Night w/Fall	on								
		< REV RATI	t We <u>ekdays</u>	Spots/Week	Poto	Rating						
<u>عند</u> Week: 10	art <u>Date</u> /15/12	End Date 10/21/12	<u>vveekdays</u> -T	<u> </u>	<u>Rate</u> \$250.00	0.00						
B			Late Night w/Fall	on CM	1237a-136a		:30	1	\$250.001	0.00 NM	1 1	\$250.00
			Late Night w/Fall								l	
		< REV RATI										
<u>Sta</u> Week: 10	art Date	End Date 10/21/12	<u>Weekdays</u> w	Spots/Week	<u>Rate</u> \$250,00	<u>Rating</u> 0.00						
			Late Night w/Fall	on CM	1237a-136a		:30	1	\$250,001	0.00 NM	1	\$250.00
1011V	. 0. 10/		Late Night w/Fall			•		•	,_00,001	J W 1414	i '	7
J FALL	ON-NBC	< REV RATI										
	art Date	End Date	<u>Weekdays</u> T	Spots/Week		Rating						
Week: 10 E 26 KSNV		10/21/12		CM	\$250.00 1237a-136a	0.00 mF	:30	1	\$250.001	0.00 NM	1	\$250.00
LZU KONV	10/10/	IM 10/10/14		OIVI	12010-1000	1	.50	•	ψ200,001	U.UU INIV	' <b>I</b>	ψεσυ.συ

Print Date: 10/30/12 17:16:13 Order / Rev: 104837 Advertiser: American Crossroads

Alt Order #:

Flight Dates:

10/16/12 - 10/22/12

06832437

Product Desc:

American Crossroads

KSNV

Estimate:

693

End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Ch Start Amount Ln Late Night w/Fallon Late Night w/Fallon J FALLON-NBC< REV RATE Start Date End Date Weekdays Spots/Week Rate Rating \_ \_ \_ \_ F - -\$250.00 0.00 10/21/12 Week: 10/15/12 E 27 KSNV 10/22/12 10/22/12 Late Night w/Fallon CM 1237a-136am M----:30 \$250.001 0.00 NM \$250.00 Late Night w/Fallon J FALLON-NBC < REV RATE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 \$250.00 0.00 E28 KSNV 10/16/12 10/16/12 M-F Today Show III 4th IBM 10am-11am :30 1 \$325,001 0.00 NM 1 \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 -T----\$325.00 0.00 M-F Today Show III 4th 18M --W----:30 \$325.001 0.00 NM 10/17/12 10/17/12 10am-11am \$325.00 E 29 KSNV Today 4th Hour TODAY SHW3-NBC REV RATE Rating Start Date End Date Weekdays Spots/Week <u>Rate</u> Week: 10/15/12 10/21/12 --W----\$325.00 0.00 E30 KSNV 10/18/12 10/18/12 M-F Today Show III 4th IBM 10am-11am :30 \$325.001 0.00 NM \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Weekdays Spots/Week Rating Start Date **End Date** Rate Week: 10/15/12 10/21/12 ---T---\$325.00 0.00 E31 KSNV 10/19/12 10/19/12 M-F Today Show III 4th IBM ----E--:30 \$325.001 0.00 NM 10am-11am \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Start Date End Date Spots/Week Rate Rating Weekdays ----F--Week: 10/15/12 10/21/12 \$325.00 0.00 E32 KSNV 10/22/12 10/22/12 M-F Today Show III 4th 18M 10am-11am :30 \$325.001 0.00 NM \$325.00 Today 4th Hour TODAY SHW3-NBC REV RATE Spots/Week Rating Start Date End Date Weekdays Rate M-\$325.00 0.00 Week: 10/22/12 10/28/12 E33 KSNV 10/16/12 10/16/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 \$450.001 0.00 NM \$450.00 -T----M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date End Date Weekdays Spots/Week Rate Rating 10/21/12 \$450.00 0.00 Week: 10/15/12 -T----E34 KSNV 10/17/12 10/17/12 M-F 5-6a WakeUp w/WagM 5-6a :30 \$450.001 0.00 NM \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating \$450.00 0.00 Week: 10/15/12 10/21/12 \$450.001 0.00 NM E 35 KSNV 10/18/12 10/18/12 M-F 5-6a WakeUp w/WaQM 5-6a ---T---:30 \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate 10/21/12 ---T---\$450.00 0.00 Week: 10/15/12 M-F 5-6a WakeUp w/Wa@M E 36 KSNV 10/19/12 10/19/12 5-6a ----F--:30 \$450.001 0.00 NM \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE End Date Rate Rating Start Date **Weekdays** Spots/Week 10/21/12 ---F--\$450.00 0.00 Week: 10/15/12 M-F 5-6a WakeUp w/WaQM 5-6a :30 \$450.001 0.00 NM E 37 KSNV 10/22/12 10/22/12 M-----1 \$450.00 M-F 5-6a WakeUp w/Wagners WAKE W/WAGNRS1 REV RATE Spots/Week Rating Start Date End Date <u>Weekdays</u> Rate \$450.00 0.00 Week: 10/22/12 10/28/12 E38 KSNV 10/16/12 10/16/12 CM 9-10a :30 \$750.001 0.00 NM \$750.00

**KSNV** 

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Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #: Flight Dates:

06832437

10/16/12 - 10/22/12

Product Desc:

American Crossroads

Estimate:

693

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount M-F Today Show II 3rd Hr M-F Today Show II TODAY SHW2-NBC REV RATE Rate Spots/Week Rating Start Date End Date <u>Weekdays</u> -T----\$750.00 0.00 10/21/12 Week: 10/15/12 0.00 NM \$750.00 \$750.001 E 39 KSNV 10/17/12 10/17/12 M-F Today Show II 3rd H0M 9-10a --W----:30 1 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating --W----\$750.00 0.00 Week: 10/15/12 10/21/12 ---T---:30 \$750.001 0.00 NM 1 \$750.00 E 40 KSNV 10/18/12 10/18/12 M-F Today Show II 3rd HCM 9-10a M-F Today Show II TODAY SHW2-NBC REV RATE Weekdays Rating Start Date End Date Spots/Week Rate 0.00 \$750.00 Week: 10/15/12 10/21/12 ---T---10/19/12 10/19/12 M-F Today Show II 3rd HBM 9-10a ----F--:30 \$750.001 0.00 NM \$750.00 E41 KSNV M-F Today Show II TODAY SHW2-NBC REV RATE End Date Weekdays Spots/Week Rate Rating Start Date \$750.00 0.00 Week: 10/15/12 10/21/12 0.00 NM \$750.001 \$750.00 E42 KSNV 10/22/12 10/22/12 M-F Today Show II 3rd HCM 9-10a M -- -- -- --:30 M-F Today Show II TODAY SHW2-NBC REV RATE Start Date End Date Weekdays Spots/Week Rate Rating M-----Week: 10/22/12 10/28/12 \$750.00 0.00 \$550,001 0.00 NM E 43 KSNV 10/20/12 10/20/12 Wknd Jeopardy CM 630-7pm ----S-:30 \$550.00 SAT/Jeopardy JEP REV RATE/PGM Start Date End Date **Weekdays** Spots/Week Rate Rating ----S-\$550.00 0.00 Week: 10/15/12 10/21/12 Wheel of Fortune in PRIMM M-SA 8-11p / SUN-T----:30 1 \$1,300.001 0.00 NM \$1,300.00 E 44 KSNV 10/16/12 10/16/12 Wheel in Prime WHEEL RATE CHANGE/PC Spots/Week Rate Rating End Date Weekdays Start Date 10/21/12 \$1,300.00 0.00 Week: 10/15/12 \$1,300.00 :30 1 \$1,300.001 0.00 NM 7-730pm E 45 KSNV 10/17/12 10/17/12 M-F Wheel CM M-F Wheel of Fortune WHEEL RC/PC Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 \$1,300.00 0.00 Week: 10/15/12 1 \$1,300.001 0.00 NM \$1,300.00 CM 7-730pm ---T---E 46 KSNV 10/18/12 10/18/12 M-F Wheel M-F Wheel of Fortune WHEEL RC/PC Spots/Week Rating Rate Start Date End Date Weekdays ---T---\$1,300.00 0.0010/21/12 Week: 10/15/12 :30 1 \$1,300.001 0.00 NM \$1,300.00 7-730pm ----F--E 47 KSNV 10/19/12 10/19/12 M-F Wheel M-F Wheel of Fortune WHEEL RC/PC Rating Start Date End Date Weekdays Spots/Week Rate ----F--0.00 Week: 10/15/12 10/21/12 1 \$1,300.00 M-SA 8-11p / SUNM-----1 \$1,300.001 0.00 NM \$1,300,00 :30 1 E48 KSNV 10/22/12 10/22/12 Wheel of Fortune in PRIMM Wheel in Prime WHEEL RC/PC **End Date Weekdays** Spots/Week Rate Rating Start Date 1 \$1,300.00 0.00 10/28/12 M-----Week: 10/22/12 :30 \$750.001 0.00 NM \$750.00 The Tonight Show CM 1135p-1237a E49 KSNV 10/16/12 10/16/12 Tonight Show TONITE SHW-NBC< REV RATE Spots/Week Rating End Date <u>Weekdays</u> Rate Start Date \$750.00 0.00 10/21/12 Week: 10/15/12 0.00 NM \$750.00 \$750.001 1135p-1237a --W---:30 E50 KSNV 10/17/12 10/17/12 CM

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KSNV

Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order#:

06832437

Product Desc:

American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type \$	Spots	Amount
	····		The Tonight Show	N								
TONIT	E SHW-N	IBC< REV R										
<u>St</u> a	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	W	1	\$750.00	0.00						
E 51 KSNV	10/18/1	2 10/18/12	The Tonight Show	w CM	1135p-1237a	T	:30	1	\$750.001	0. <b>00 NM</b>	1	\$750.00
TONIT	F SHW-N	IBC< REV R	Tonight Show									
	art Date	End Date	Weekdavs	Spots/Week	Rate	Rating						
Week: 10		10/21/12	T	1	\$750.00	0.00						
E 52 KSNV	10/19/1	2 10/19/12	The Tonight Show	w CM	1135p-1237a	F	:30	1	\$750.001	0.00 NM	1	\$750.00
TONUT	E OLDA/N	IBO - DE\/ D	Tonight Show									
	E SHVV-N art Date	IBC< REV R End Date	ATE Weekdays	Spots/Week	Rate	Rating						
<u>عرد</u> Week: 10		10/21/12	<u>vveekdays</u> F	<u> </u>	\$750.00	0.00						
			The Tonight Show	w CM	1135p-1237a	M~	:30	1	\$750.001	0.00 NM	1	\$750.00
			Tonight Show						•		•	7
		IBC< REV R								ı		
	art Date	End Date 10/28/12	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
Week: 10			NEWS 3 at 4 (1	HOUDICM	\$750.00 4-5pm	0.00 -T	:30	1	\$725.004	0.00 NM	4	#70 <i>E</i> 00
E 34 NOIV	10/10/1	12 10/10/12	4PM NEWS (1 h	-	4-opin	-1	.30	1	\$725.001	0.00 NM	1	\$725.00
NEWS	REV RA	TE, TP & PG	•	wai,								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10		10/21/12	-T	1	\$725.00	0.00						
E 55 KSNV	10/17/1	12 10/17/12	NEWS 3 at 4 (1		4-5pm	M	:30	1	\$725.001	0.00 NM	1	\$725.00
NEWS	RV RATI	E ,PG , TP	4PM NEWS (1 h	our)								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10	/15/12	10/21/12	W	1	\$725.00	0.00						
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	r⊏vrA art Date	TE, TP & PR End Date	Weekdays	Spots/Week	Rate	Rating						
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NEWS	REV RA	TE, TP & PF		,								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
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E59 KSNV	10/16/	12 10/16/12	M-F 6-7a WakeU		6-7a	-T	:30	1	\$1,000.001	0.00 <b>NM</b>	1	\$1,000.00
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	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
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/VIV INC	ANIANIA C	NIDOS DEVI	M-F 6-7a Wakel ⊳∆⊤⊏	Jp w/Wagners								
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LUZ NONV	10/19/	12 10/19/12		CIVI	υ-/ a		.აი	- 1	φ 1,000.00 T	U.UU INIVI	1	\$1,000.0

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**KSNV** 

Order / Rev:

104837

10/16/12 - 10/22/12

Advertiser:

Estimate:

American Crossroads

Alt Order #: Flight Dates: 06832437

Product Desc:

American Crossroads

693

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 REV RATE Stert Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----F--\$1,000.00 0.00 E 63 KSNV 10/22/12 10/22/12 M-F 6-7a WekeUp w/WaQM 6-7a M-----:30 1 \$1,000.001 0.00 NM \$1.000.00 M-F 6-7a WakeUp w/Wagners WAKE W/WAGNRS2 REV RATE Start Date End Date Weekdays 1 4 1 Spots/Week Rate Rating Week: 10/22/12 10/28/12 M----\$1,000.00 0.00 E 64 KSNV 10/16/12 10/16/12 Today Show CM 658a-9am :30 1 \$1,500.001 -T'----0.00 NM 1 \$1,500.00 **Today Show** TODAY SHW REV RATE Start Date End Date Spots/Week Weekdays Rete Rating Week: 10/15/12 10/21/12 \$1.500.00 0.00 E 65 KSNV 10/17/12 10/17/12 Today Show CM 658a-9am --w---:30 1 \$1,500.001 0.00 NM \$1,500.00 Today Show TODAY SHW REV RATE Spots/Week Rating Start Dete End Date Weekdays Rate 10/21/12 \$1,500.00 Week: 10/15/12 0.00 1 E 66 KSNV 10/18/12 10/18/12 **Today Show** CM 658a-9am :30 1 \$1,500.001 0.00 NM \$1,500.00 **Today Show** TODAY SHW REV RATE End Date Spots/Week Start Date Weekdays Rate Rating 10/21/12 --T--0.00 Week: 10/15/12 \$1,500.00 E 67 KSNV 10/19/12 10/19/12 Today Show 1 \$1,500.001 CM 658a-9am ---F--:30 0.00 NM \$1,500.00 Today Show TODAY SHW REV RATE Start Date End Date Weekdays Spots/Week Rating Rate Week: 10/15/12 10/21/12 ----F--1 \$1,500.00 0.00 E 68 KSNV 10/22/12 10/22/12 M----Today Show CM 658a-9am :30 1 \$1,500.001 0.00 NM \$1,500.00 Today Show TODAY SHW REV RATE Start Date End Date Weekdays Spots/Week Rete Rating Week: 10/22/12 10/28/12 M----1 \$1,500.00 0.00 E 69 KSNV 10/16/12 10/16/12 M-F Early News CM 5-630p :30 1 \$1,200.001 0.00 NM -T----\$1,200.00 M-F Early News VARIOUS REVIRTE Spots/Week Start Date End Date Weekdays Rate Rating 10/21/12 Week: 10/15/12 \$1,200.00 0.00 E 70 KSNV 10/17/12 10/17/12 M-F Early News CM 0.00 NM 5-630p --W---:30 1 \$1,200,001 \$1,200.00 M-F Early News VARIOUS REV RTE Start Date End Date Weekdays Spots/Week Rate Reting Week: 10/15/12 10/21/12 --W----\$1,200.00 0.00 E71 KSNV 10/18/12 10/18/12 CM 5-630p ---T---:30 1 \$1,200.001 M-F Early News 0.00 NM \$1,200.00 M-F Early News VARIOUS REVIRTE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$1,200.00 0.00 E 72 KSNV 10/19/12 10/19/12 M-F Early News 5-630p ----F--:30 1 \$1,200.001 0.00 NM CM \$1,200.00 M-F Early News VARIOUS REV RTE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 --F--1 \$1,200.00 0.00 E 73 KSNV 10/22/12 10/22/12 M-F Early News CM 5-630p :30 1 \$1,200.001 0.00 NM \$1,200.00 M----M-F Early News VARIOUS REV RTE Spots/Week Start Date **End Date** Weekdays Rate Rating M----Week; 10/22/12 10/28/12 \$1,200.00 E74 KSNV 10/16/12 10/16/12 CM 12-1230pm 1 \$425.001 :30 0.00 NM 1 \$425.00

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KSNV

Order / Rev:

104837

Alt Order #: Flight Dates:

06832437

10/16/12 - 10/22/12

Advertiser:

American Crossroads

Product Desc:

American Crossroads

Estimate:

Ch   Start   End   Inventory Code   Press   StartEnd Time   Days   Len   Spots   Rate   Pri   Rig Type   Spots   Amount													
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The Part				Weekdays	Spots/Week	Rate	Rating				1		
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Sept   Ch Date Range   Description   Start/End Time   Weekdays   Length   Rate Rid Type   1.78 W 10719712   Moon News   12-1230pm  F-   30   1 \$425.00   0.00 NM   1 \$425.00				<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
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E 82 KSNV 10/18/12 10/18/12 Dr. Phil Dr Phil Dr Phil Dr.	Sta	art Date			Spots/Week								
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	⊨ 85 KSNV	10/21/	12 10/21/12		CM	/a-bam	S	:30	1	¥750.001	0.00 <b>NM</b>	1	\$750.00

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**KSNV** 

Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #:

06832437

Product Desc:

American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

693

Days Inventory Code Break Start/End Time Ln Ch End Len Spots Rate Pri Rtg Type Spots Start Amount SUN TODAY-NBC REV RATE Start Date **End Date** Spots/Week Rate Rating Weekdays ----5 Week: 10/15/12 10/21/12 \$750.00 0.00 E 86 KSNV 10/20/12 10/20/12 Saturday Today CM 7a-9am ----S-:30 \$625,001 0.00 NM \$625.00 Saturday Today AVG. ALL WKS Start Date End Date **Weekdays** Spots/Week Rating Rate ----5-Week: 10/15/12 10/21/12 \$625,00 0.00 E 87 KSNV 10/17/12 10/17/12 Wed PR 9-10p CM 9-10pm --W----:30 1 \$4.000.001 0.00 NM \$4,000.00 Wednesday Prime 9-10pm SVU RC/PC. Spots/Week Start Date End Date Weekdays Rating Rate 10/21/12 Week: 10/15/12 --W----\$4,000.00 0.00 CM \_\_\_\_ ----S-0.00 NM E 88 KSNV 10/20/12 10/20/12 Sat PR 8-9p :30 1 \$1,200.001 8-9pm \$1,200.00 Saturday Prime 8-9pm NBC PRIME RATE CHANGE Start Date End Date **Weekdays** Spots/Week Rate Rating -----Week: 10/15/12 10/21/12 \$1,200.00 0.00 9am-930am E 89 KSNV 10/20/12 10/20/12 News 3 Today - SATURIOM ----S-:30 \$500,001 0.00 NM \$500.00 News 3 Today - SAT AVG. ALL WKS End Date Spots/Week Start Date Weekdays Rate Rating 10/21/12 ----5-\$500.00 0.00 Week: 10/15/12 E 90 KSNV 10/20/12 10/20/12 Sa-Su News 3 at ElevenCM 11pm-1135pm :30 1 \$1,100,001 0.00 NM \$1,100.00 Sa-Su News 3 at Eleven WKD2 NWS-AT 11< Start Date End Date Weekdays Spots/Week Rate Rating 10/21/12 ----5-1 \$1,100,00 Week: 10/15/12 0.00 ----S E 91 KSNV 10/21/12 10/21/12 Chris Matthews 9:30AM SM 9:30a-10a :30 \$600.001 0.00 NM \$600.00 Chris Matthews SUN 9:30am CM REV RATE/PGM Start Date End Date Weekdays Spots/Week Rate Rating ----S Week: 10/15/12 10/21/12 \$600.00 0.00 E 92 KSNV 10/20/12 10/20/12 Sa-Su Early News CM 5pm-630pm ----S-:30 \$675.001 0.00 NM \$675.00 1 Sa-Su Early News **NEWS REV RATE** Start Date End Date Weekdays Spots/Week Rate Rating ----S-\$675,00 10/21/12 0.00 Week: 10/15/12 Thurs PR 10-11p E 93 KSNV 10/18/12 10/18/12 CM 10-11pm ---T---:30 1 \$3,200.001 0.00 NM \$3,200.00 Thursday Prime 10-11pm ROCK CENTER RATE CHANGE Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ---T---\$3,200.00 0.00 E 94 KSNV 10/16/12 10/16/12 Days of our Lives CM :30 \$425.001 0.00 NM 1258p-2pm 1 \$425.00 Days of our Lives DAYS-OUR LIVES< Start Date **End Date** Weekdays Spots/Week Rate Rating 10/21/12 -T----\$425.00 0.00 Week: 10/15/12 E 95 KSNV 10/17/12 10/17/12 Days of our Lives :30 \$425.001 0.00 NM CM 1258p-2pm --W----1 \$425.00 Days of our Lives DAYS-OUR LIVES< **End Date** Weekdays Spots/Week Rating Start Date <u>Rate</u> Week; 10/15/12 10/21/12 \$425.00 0.00 E 96 KSNV 10/18/12 10/18/12 Days of our Lives CM 1258p-2pm :30 \$425.001 0.00 NM 1 \$425.00 Days of our Lives DAYS-OUR LIVES< Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating Week: 10/15/12 10/21/12 ~--T~--\$425.00 0.00 Days of our Lives CM 1258p-2pm ----F--:30 \$425.001 0.00 NM \$425,00 E 97 KSNV 10/19/12 10/19/12 Days of our Lives DAYS-OUR LIVES<

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Advertiser:

American Crossroads

Alt Order #:

06832437

Product Desc:

American Crossroads

Flight Dates:

10/16/12 - 10/22/12

Estimate:

	Ind Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spot	s	Amount
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	d Date Weekdays	Spots/Week	<u>Rate</u>	Rating					
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	d Date Weekdays	Spots/Week		Rating					
Week: 10/15/12 10 Spot Ch Date Range	/21/12 -TW Description	2 Star	\$900.00 t/End Time	0.00 V	Veekdays	Length Rate	Rtg Type		
	/21/12 FacetoFace/Ralstor	· · · · · · · · · · · · · · · · · · ·		-	TW	:30 (\$900.00)			
See <i>MG 105.3</i> [PGM CHG = N	BC DEBATE)								
-	/16/12 RALSTON in PRIMI	≣ 8-11	Ipm	_	τ	:30 \$900.00	0.00 NM		
	0/16		,						
[INV CODE]									
E106 KSNV 10/18/12 1	0/19/12 FacetoFace/Rals Face to Face w/	•	730-758pm	TF	:30	2 \$900.001	0.00 <b>N</b> M	2	\$1,800.00
FACE-J RALSTON	REV RATE, ADDED SPO								
	nd Date Weekdays	Spots/Week		Rating					
	//21/12TF 0//22/12 RALSTON in PR	IME CM	\$900.00 8-11pm	0.00 M	:30	1 \$900.001	0.00 NM	1	\$900.00
	Face to Face in I		J . IPIII	1-4	.00	. ψυσοίου ι	0.00 Mil	1	ψυσυ,συ
FACE-J RALSTON		Cunta BAI - 1	D-1-	Detine					
<u>Start Date</u> <u>E</u> i	id Date Weekdays	Spots/Week	<u>Rate</u>	Rating			1		

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Order / Rev:

104837

Advertiser:

American Crossroads

Alt Order #:

06832437

Product Desc:

American Crossroads

**KSNV** 

Flight Dates:

10/16/12 - 10/22/12

Estimate:

											_
Ln Ch Start	End	Inventory Code	Break	Start/End 1	Time Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
E107 KSNV 10/22/12	10/22/12	RALSTON in PRI	ME CM	8-11pm	M	:30	1	\$900.001	0.00 NM	1	\$900.00
		Face to Face in F	PRIME								
FACE-J RALSTO	N< REV RA	ATE									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12	10/28/12	M	1	\$900.00	0.00						
E108 KSNV 10/21/12	10/21/12	Meet the Press	СМ	8a-9am	5	:30	1	\$3,000.001	0.00 NM	1	\$3,000.00
		Meet the Press									
MEET PRESS-SI	JN										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/15/12	10/21/12	s	1	\$3,000.00	0.00						
N110 KSNV 10/22/12	10/22/12	News 3 Live in Pr	ime CM	7-10pm	M	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
		News 3 in Prime									
ADDED SPOT DI	LINE AFTE	R NFL									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/22/12	10/28/12	M	1	\$1,200.00	0.00						
N111 KSNV 10/21/12	10/21/12	Dateline AN	CM	12-3am	S	:30	1	\$325.001	0.00 NM	1	\$325.00
		Dateline NBC AN									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/15/12	10/21/12	S	1	\$325.00	0.00						
							-		Totals	111	ee2 175 00
									าบเสเร	111	\$83,175.00